



## Stanford eCorner

### The Start-Up During Economic Crisis

Steve Ballmer, *Microsoft*

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Video URL: <http://ecorner.stanford.edu/videos/2254/The-Start-Up-During-Economic-Crisis>

Critical screening, careful thought processes, and cash-conscious customers don't signal the end of the start-up, says Microsoft CEO Steve Ballmer. But they do indicate that only the best and most solid ideas will receive the funding and other resources to bring them to fruition. As we reflect upon the economic crisis of 2008/2009, Ballmer describes entrepreneurial opportunities as "less frothy", but indicates his optimism for great solutions coming to market.



#### Transcript